

Williamsburg Area Arts Commission Meeting Minutes
September 18, 2009
City of Williamsburg Municipal Building
Third Floor Conference Room

Attendance

Present: Sophie Hart, Terry Buntrock, Les Dubnick, Michael Kirby, Lanette McNeil, Paul Tongue, Shelley Weisberg.

Absent: Laura Barry and Julie Phares, City Liaison

Welcome and Public Comment

The meeting was called to order at 9:08 a.m.

Ms. Hart welcomed invited guests Kyra Cook, Historic Triangle Collaborative (HTC), and Cynthia Carter-West, Virginia Arts Festival to discuss their respective groups and to inform the Commission about their role in marketing the arts for our region.

Ms. Cook, who manages the HTC, explained that it is an informal group of eleven Historic Triangle community leaders including chief elected officials and administrative officers of James City County, The City of Williamsburg and York County as well as executive officers of the Colonial Williamsburg Foundation, Jamestown-Yorktown Foundation, the College of William and Mary, the Greater Williamsburg Chamber and Tourism Alliance, and Kingsmill Resort/Anheuser-Busch Companies. She described the group's vision--to achieve a superior quality of life for all Historic Triangle residents--and its mission--to think regionally and work collaboratively to achieve sustainable economic and quality of life benefits for the Historic Triangle.

Ms. Carter-West spoke about her work with marketing the Virginia Arts Festival, an example of a very successful collaborative effort that involves regional officials and business leaders as well as local media, arts professionals and arts groups. She explained that a marketing plan is developed for each Festival event, with strategies and tactics for the four critical areas of: Relationships, Partnerships, Promotions and Public Relations. She noted that the 2010 Virginia Arts Festival program schedule will be announced October 8 and informed the Commission that the Festival has secured a new building adjacent to Chrysler Hall with office space as well as practice and performance space.

Approval of the July 13, 2009 Minutes

Adoption of the July 13, 2009 minutes was moved by Mr. Tongue and seconded by Mr. Dubnick. Minutes were approved unanimously.

WAAC Business

October 21, 2009, Workshop on the Grant Application Process

WAAC will host a new Grant Application Process Workshop on October 21, 2009, from 6–8 p.m. at the Williamsburg Community Center. Mr. Kirby will chair a small planning task force to draw up details of the program. Ms. Buntrock will draft a public

announcement about the workshop for use in the annual grant application mailing to grant applicants and for publicity purposes.

New Arts Map

The Greater Williamsburg Chamber and Tourism Alliance (GWCTA) has published the third edition of the *Discover the Arts in Williamsburg* arts map, which now features three sections: Visual Arts, Performing Arts and Artful Dining. The arts map is part of a set of promotional pieces that have been created by GWCTA and is being used in local, regional and national promotion efforts.

New WAAC Logo

City and County officials have approved a concept for a new logo for the Commission for use on Commission letterhead. Colonial Williamsburg's head of exhibition design, who has donated his time to work on the project, will work with Ms. Hart and Ms. McNeil to finalize the design, which will be implemented once current letterhead supplies are used.

2010 Budget Issues

A discussion of the 2010 Budget was held.

CAGHR Update

The Cultural Alliance of Greater Hampton Roads Annual Membership Breakfast on October 1 from 8:15–9:30 a.m. (at the Norfolk WHRO office) will launch National Arts and Humanities Month. Barbara Schaffer-Bacon, Americans for the Arts representative, will speak on “Arts and Civic Engagement.”

Within the Historic Triangle, Shelley Weisberg, CAGHR Chair for Arts and Humanities Month, has developed a regionally collaborative program called *Creative Conversations*. Eleven municipalities, including parents, educators, elected officials, school board and business community members, will hold conversations on the following topics:

Newport News, Oct. 9 -- “Art and the Profession of Arms: Sons and Daughters in the Military”

Williamsburg/JCC/York County, Oct. 12 -- “Why the Arts are Critical in our Schools”

Virginia Beach, Oct. 15 -- “Paving Your Own Path in Arts Administration”

Hampton, Oct. 18 -- “My Work and How I survive in Tough Economic Times”

Norfolk, Oct 18 -- “What Comes First – The Words or the Pictures?”

Chesapeake, Oct 22 -- “Arts are Good for Business”

Portsmouth, Oct 22 -- “The Impact of the Creative Arts on the Quality of Life and Local Economy”

Suffolk/Smithfield, Oct 23 -- “Literary Forms – A Conversation about Writing”

The Williamsburg event will take place on Monday, October 12, 7-8:15 p.m. at the Williamsburg Community Building.

CAGHR also will celebrate and recognize regional excellence and leadership in the arts at the 2009 ALLI Awards Ceremony, which will take place in Williamsburg on Sunday,

November 1 at 4 p.m. The event is being hosted by Colonial Williamsburg Foundation at the Dewitt Wallace Decorative Arts Museum as the venue. Dwight Davis of WHRO will serve as Master of Ceremonies and a local group, The Colonial Balladeers, will perform. Ms. Buntrock, 2009 ALLI Awards chair, reported that the Cultural Alliance received four ALLI Awards nominations from Williamsburg.

November Meeting

The November meeting of the Williamsburg Area Arts Commission will take place Monday, November 2 from 9-11 a.m. at the City of Williamsburg Municipal Building in the third floor conference room.

Liaison Group Updates

- Virginia Shakespeare Festival was attended and enjoyed by several members.
- Williamsburg Symphonia will host its second, "Dancing Under the Stars," concert on Saturday, October 3 at Merchants Square. Food is available by advanced reservation and the concert is offered in conjunction with the expansion of An Occasion for the Arts to two days this year.
- Williamsburg Players is currently staging *Barefoot in the Park*.
- This Century Art Gallery will celebrate its 50th Anniversary on October 12.
- The Williamsburg Consort will end its 2009 season this week.
- The Muscarelle Museum faculty show is in progress and "Dancing in the Street" will take place October 22.
- The Virginia Stage Company is currently producing *Romeo and Juliet*, and will stage *A Christmas Carol*.
- WHRO has moved into their new local office on Richmond Road and has a sound studio there.
- The Virginia Symphony recently performed at Lake Matoaka.

The meeting was adjourned at 11:02a.m.

Respectfully submitted,
Terry Buntrock, Secretary